

NETS Seasonal Campaign First Quarter 1995



Get 1995 Off To A Safe Start. Encourage Your Employees To Use A Little Restraint.

NETS Seasonal Campaigns First Quarter 1995

Safety belts and child safety seats are great ways to save lives and prevent injuries. They also help cut the cost of traffic crashes both on and off the job. National studies show that safety belts can reduce the danger of fatal injuries in a car crash by 50 percent or more.

As a NETS program participant you know that you can't put a price on a lost life, a career cut short, or a family torn apart as the result of a traffic crash. And you also know that the effects that a serious crash can have on your business can't be measured in dollars alone.

This campaign folder gives you some valuable tools to help you carry that message to your employees during the first quarter of 1995. And they'll also be useful as you develop your program to participate in *Buckle Up America Week* in May. We can help you with additional ideas as you put your campaign together, and would also welcome your feedback on these materials.

Look for your next seasonal campaign planner late in the first quarter, and thank you for your continued commitment to traffic safety for your employees and their families.



There's A Safer Place For Your Child Than In Your Arms.

Last year, half the people involved in fatal car crashes were unrestrained. Hold on to your children by keeping them out of your arms and in child safety seats.



Cross Your Heart. Not Your Fingers.

*Don't rely on chance to keep you safe in a car.
Strap a seat belt across your chest and lap.
You're bound to be safer.*



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3"x 6" Paycheck Stuffer

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There's A
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2" diameter
Campaign Buttons

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3"x 3" Newsletter Ad

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3"x 3" Newsletter Ad

Copy For Your Employee Newsletter

Are You A Part-Timer?

Recent studies have shown that while 85 to 90 percent of all Americans say that safety belts are effective in saving lives, only 66 percent of drivers use them.

Forty-seven percent of the participants in a Michigan roadside study wore their belts "some of the time." Only five to ten percent of those surveyed said that they "never" wear their belts.

The problem is that while people believe in belts, they don't think they have to buckle up every time. Research by the National Highway Traffic Safety Administration shows that as many as half of all of the nation's motorists mistakenly think that they are at greatest risk when they're traveling on long trips, on unfamiliar roads or in bad weather. And these are the times when they buckle up.

But three out of four traffic crashes occur within 25 miles of home—on roads where the speed limit is 45 mph or less. Nearly 40 percent of all motor vehicle occupant deaths occur on these same roads, and fatal injuries have been reported at speeds as low as 12 mph.

Don't fool yourself into falling into the "part-time trap." Whether you're on the job, driving to and from work, going to the grocery store or taking the kids to school, use your safety belt and child safety seats every time. Seat belts only work when they're worn. It's important to buckle up on every trip, no matter how short.



Ideas To Try

- Provide infant and child safety seats to employees who become new parents. Teach them how to use them correctly and advise them to use them always.
- Start “Saved By The Belt/Safety Seat” programs in your workplace. Include articles about the program and participants in your newsletter, and start a bulletin board celebrating the members.
- Conduct a safety belt check day. Post parking lots to check drivers and passengers as they enter and leave the lot. Different departments or shifts can compete for the highest use rate. Consider offering special incentives or awards for the winners.
- Use some of the campaign messages in this folder on pay stubs and electronic bulletin boards.
- Use campaign posters in the infirmary, garages and parking lots, cafeterias and break rooms, and elevators. Adopt a local school and sponsor health and safety programs for the students.
- Hold a pizza party or pot-luck lunch to celebrate a crash-free quarter or month. Feature the event in your company newsletter.
- Incorporate Buckle Up messages in your company’s advertising and correspondence.
- Support efforts of your local law enforcement agencies to enforce safety belt and child safety seat laws.